

Murray Arts Advisory Board
Minutes for January 20, 2009

Attendance: Mildred Horton, Mary Black, Judy Baxendale, Paul Brewer, John Madsen, Sharon Whitney, Mary Ann Kirk (staff)

Excused: Galen Campbell, Jared Shaver, Kathleen Sorenson, Elaine Judd

1. Minutes for November 18, 2008 were approved. John Madsen was welcomed as a new member.
2. Staff Report
 - a. Deb Ashton will present next month on social issues.
 - b. Help is needed to cover the displays and announcements for the after-school musicals and Missoula Children's Theater. Mary Ann will send out an e-mail.
 - c. The county master plan is out which includes a recommendation to build a regional facility that serves the middle west and east quadrants of the county. City officials have met with the county asking to include amphitheater improvements in the master plan and encourage support for the regional facility in our historic downtown as a catalyst for the area's new master plan.
 - d. A city survey conducted by Dan Jones rated recreation and art programs at a 4.23 scale based on 1-5 scale with 5 being very satisfied. The overall rating of all services were very high. When asked what the city should focus on, 88% said neighborhoods, 77% said State Street business district, 58% said places to hold public functions, and 41% said establish a performing arts center. Mary Ann noted that the performing arts center would meet the need for both the arts and provide a place to hold public functions. The city will be meeting with the foundation, the arts board, and the county to discuss roles in how to move this project along.
 - e. Mary Ann demonstrated the city's new website and the cultural arts web page.
 - f. The Arts in the Park Series 2009 schedule was reviewed. She has tried to bring in groups that are responsible for their own production costs and ticket sales. This will help us reduce expenses. Mary Ann suggested raising the individual ticket prices to help increase revenue. Board members felt this was appropriate. She would really like to find business sponsors and possibly additional grants although this may be difficult in the current economic situation.
 - g. Judy Baxendale brought several suggestions for a literary workshop. Board members liked the idea of focusing on writing personal histories. Judy will check with a potential presenter, Paulette Stevens, for availability in late April or May. Mary Ann will then reserve the library.
 - h. The amphitheater floor will be replaced this year with the usual material. We could not afford anything else. Mary Ann will include a request for a schematic design again in next year's budget.
3. Float themes were discussed. The July 24th parade theme is Utah Pioneers...Catch the Vision. The board would like to see a theme related to our performing arts center

highlighting the arts.

4. Mary Ann reviewed proposed amphitheater fee increases. Fees for nonprofit groups would increase from \$25 per hour to \$50 per hour for local organizations and \$50 to \$75 per hour for non resident organizations with a four hour minimum. This increase will help cover our actual staffing costs. Board members agreed this was appropriate and a reasonable increase. They felt local groups could handle this fee.
5. Mary Ann reviewed a revised budget for this year and a potential budget for next year. She noted that the ZAP grant was much smaller than expected and is adjusting the budget to reflect that decrease as much as possible. We will try to increase our revenue from other sources for next year to better cover our programming costs. Mary Ann said she was going to pay for several e-mail blasts through FM 100 which reach a very large audience who have asked for information. She is also going to start sending out e-mails to individuals including cast members and asking them to send it to their own email contacts. Paul suggested that using the internet will greatly increase attendance without cost. He said it has been very successful in his own business.
6. Board members expressed appreciation for Paul Brewer who has fulfilled his terms on the board. Our next meeting is scheduled for February 17 where we will meet with Deb Ashton from the school district and also review grant applications.